

AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently Amended) A system comprising:

a user computer, coupled to a data network, to display a user interface usable to enter a plurality of auction preferences; and

a broadcast-based client-side device, coupled to the network, to receive user preference data from said data network based on said plurality of auctioning preferences, and to receive broadcast programming content from a broadcast source, said broadcast-based client-side device to include,

a display to display a plurality of auctioning options based on said plurality of auctioning preferences, including a look and feel of the display being based on the auctioning preferences, and

a user input device to select from among said plurality of auctioning options, and to place one or more bids on an auction item.

2. (Original) The system of claim 1, wherein said data network is the Internet, said broadcast source is a television programming source, and said client-side device includes a set top box that is coupled to the Internet and to said broadcast source.

3. (Original) The system of claim 1, wherein said user interface is used to access a user account prior to entering said plurality of auctioning preferences, said user account to be used to associate said plurality of auctioning preferences with a particular user.

4. (Original) The system of claim 3, wherein said client-side device is associated with said user account and said plurality of auctioning preferences by performing a secure logon operation.

5. (Original) The system of claim 1, wherein said plurality of auctioning preferences includes at least one of preferred auctioning categories, payment method and product delivery information.

6. (Original) The system of claim 1, wherein said user preference data is based on at least one of said plurality of auctioning preferences and a user profile, where said user profile is based on tracking user activities.

7. (Original) The system of claim 6, wherein said user activities include at least one of websites visited, online keyword searching, broadcast content viewed, broadcast content searching.

8. (Original) The system of claim 1, wherein said plurality of auctioning options includes at least one of a list of available items to bid on, pending auctions and auctioning history.

9. (Original) The system of claim 1, wherein the broadcast-based client-side device is further to display an auction interface containing at least one of a description of said auction item, current bid for said auction item, number of bids made on said auction item, and remaining time left to bid on said auction item.

10. (Original) The system of claim 1, wherein said one or more bids are placed using said user input device after said broadcast-based client-side device has established a secure connection with a server coupled to said data network.

11. (Original) The system of claim 11, wherein said server executes software that enables said auction item to be bid on by a plurality of users connected via said data network, and to be purchased by a high bidder of said plurality of users.

12. (Currently Amended) A method comprising:

entering a plurality of auctioning preferences using a user interface displayed on a user computer that is coupled to a data network;

receiving, by a broadcast-based client-side device coupled to the data network, user preference data from said data network and broadcast programming content from a broadcast source, said user preference data to be based on said plurality of auctioning preferences;

displaying, on a display of said broadcast-based client-side device, a plurality of auctioning options based on said plurality of auctioning preferences, including a look and feel of the display being based on the auctioning preferences;

selecting from among said plurality of auctioning options using a user input device of said broadcast-based client-side device; and

placing one or more bids on an auction item using said user input device of the broadcast-based client-side device.

13. (Currently Amended) The method of claim 12, wherein ~~said receiving comprises receiving user preference data from the data network and broadcast programming content from the broadcast source, wherein said user preference data is based on said plurality of auctioning preferences, said data network is the Internet, said broadcast source is a television programming source, and said broadcast-based client-side device includes a set top box that is coupled to the Internet and to said broadcast source.~~

14. (Original) The method of claim 12, further comprising accessing, using said user interface, a user account prior to said entering the plurality of auctioning preferences, said user account to be used to associate said plurality of auctioning preferences with a particular user.

15. (Original) The method of claim 12, further comprising performing, by said broadcast-based client-side device, a secure logon operation wherein said client-side device is associated with said user account and said plurality of auctioning preferences.

16. (Currently amended) The method of claim 12, wherein ~~said-entering comprises entering the plurality of auctioning preferences using the user interface displayed on the user computer that is coupled to the data network,~~ said plurality of auctioning preferences to include at least one of preferred auctioning categories, payment method and product delivery information.

17. (Original) The method of claim 12, further comprising tracking user activities to establish a user profile, said user preference data to be based on at least one of said plurality of auctioning preferences and said user profile.

18. (Currently amended) The method of claim 17, wherein ~~said-tracking user activities comprises tracking user activities to establish the user profile,~~ said user preference data to be based on at least one of said plurality of auctioning preferences and ~~said user profile,~~ where said user activities include at least one of websites visited, online keyword searching, broadcast content viewed and broadcast content searching.

19. (Currently amended) The method of claim 12, wherein ~~said-displaying comprises displaying, on a display of said broadcast-based client-side device, said plurality of auctioning options based on said plurality of auctioning preferences,~~ where

said plurality of auctioning options includes at least one of a list of available item to bid on, pending auctions and auctioning history.

20. (Original) The method of claim 12, further comprising displaying an auction interface containing at least one of a description of said auction item, current bid for said auction item, number of bids made on said auction item, and remaining time left to bid on said auction item.

21. (Currently amended) The method of claim 12, ~~further comprising wherein said placing one or more bids comprises~~ placing one or more bids on an auction item using said user input device after said broadcast-based client-side device has established a secure connection with a server coupled to said data network.

22. (Original) The method of claim 21, further comprising executing, by said server, software that enables said auction item to be bid on by a plurality of users connected via said data network, and to be purchased by a high bidder of said plurality of users.

23. (Original) A computer program product comprising:
a computer usable medium having computer program code embodied therein to display information, the computer program product having:

computer readable program code to enter a plurality of auctioning preferences using a user interface displayed on a user computer that is coupled to a data network;

computer readable program code to receive, by a broadcast-based client-side device coupled to the data network, user preference data from said data network and broadcast programming content from a broadcast source, said user preference data to be based on said plurality of auctioning preferences;

computer readable program code to display, on a display of said broadcast-based client-side device, a plurality of auctioning options based on said plurality of auctioning preferences;

computer readable program code to select from among said plurality of auctioning options using a user input device of said broadcast-based client-side device; and

computer readable program code to place one or more bids on an auction item using said user input device of the broadcast-based client-side device.

24. (Currently amended) The computer program product of claim 23, wherein ~~said computer readable program code to receive comprises computer readable program code to receive user preference data from the data network and broadcast programming content from the broadcast source, wherein said user preference data is based on said plurality of auctioning preferences, said data network is the Internet, said broadcast source is a television programming source, and said broadcast-based client-side device includes a set top box that is coupled to the Internet and to said broadcast source.~~

25. (Original) The computer program product of claim 23, further having computer readable program code to access, using said user interface, a user account prior to said entering the plurality of auctioning preferences, said user account to be used to associate said plurality of auctioning preferences with a particular user.

26. (Original) The computer program product of claim 23, further having computer readable program code to perform, by said broadcast-based client-side device, a secure logon operation wherein said client-side device is associated with said user account and said plurality of auctioning preferences.

27. (Currently amended) The computer program product of claim 23, wherein ~~said computer-readable program code to enter comprises computer-readable program code to enter the plurality of auctioning preferences using the user interface displayed on the user computer that is coupled to the data network,~~ said plurality of auctioning preferences to include at least one of preferred auctioning categories, payment method and product delivery information.

28. (Original) The computer program product of claim 23, further having computer readable program code to track user activities to establish a user profile, said user preference data to be based on at least one of said plurality of auctioning preferences and said user profile.

29. (Currently amended) The computer program product of claim 28, wherein ~~said computer-readable program code to track user activities comprises computer readable program code to track user activities to establish the user profile, said user preference data to be based on at least one of said plurality of auctioning preferences and said user profile, where~~ said user activities include at least one of websites visited, online keyword searching, broadcast content viewed and broadcast content searching.

30. (Currently amended) The computer program product of claim 23, wherein ~~said computer-readable program code to display comprises computer-readable program code to display, on a display of said broadcast-based client-side device, said plurality of auctioning options based on said plurality of auctioning preferences, where~~ said plurality of auctioning options includes at least one of a list of available item to bid on, pending auctions and auctioning history.

31. (Original) The computer program product of claim 23, further having computer readable program code to display an auction interface containing at least one of a description of said auction item, current bid for said auction item, number of bids made on said auction item, and remaining time left to bid on said auction item.

32. (Currently amended) The computer program product of claim 23, further comprising wherein said computer readable program code to place one or more bids ~~comprises computer readable program code to place one or more bids on an auction item~~ using said user input device after said broadcast-based client-side device has established a secure connection with a server coupled to said data network.

33. (Original) The computer program product of claim 32, further having computer readable program code to execute, by said server, software that enables said auction item to be bid on by a plurality of users connected via said data network, and to be purchased by a high bidder of said plurality of users.